

## VIEWER PROFILE



### TOP THREE TARGET LIFESTYLE GROUPS WATCHING THIS NETWORK BY INDEX\*:

Suburban Style	<b>144 or 44% more likely to watch (than the general population)</b>
Blue Sky Boomers/Thriving Boomers	<b>130 or 30% more likely to watch</b>
Autumn Years/Golden Year Guardians	<b>135 or 35% more likely to watch</b>



### GENDER

Male:	<b>48%</b>
Female:	<b>52%</b>



### HOME OWNERSHIP

Own Home:	<b>78%</b>
Rent:	<b>20%</b>



### HOUSEHOLD INCOME

\$100K+:	<b>30%</b>
\$75K - \$99,999:	<b>16%</b>
\$50K - \$74,999:	<b>17%</b>
\$30K - \$49,999:	<b>23%</b>



### AGE

18 – 34:	<b>13%</b>
35 – 54:	<b>35%</b>
55+:	<b>52%</b>



### EDUCATION

Graduated College:	<b>24%</b>
Some College:	<b>35%</b>



### PRESENCE OF CHILDREN

1+ Child in HH:	<b>29%</b>
-----------------	------------



### MARITAL STATUS

Single (Never Married):	<b>19%</b>
Married:	<b>63%</b>

Source: Scarborough USA Plus-MRI/Mosaic, July2019-Sep2020, Adults 18+, Cable Networks Watched Past 7 Days: DIY Network. \*Lifestyle Groups are a part of Mosaic USA, a division of Experian that combines lifestyle and interest attributes to create audience groups used by marketers. A high-indexing audience segment for the network does not guarantee that this network will appear on a campaign built using *Audience Intelligence for Local*. Index will vary by geography; metrics shown here represent the US population.

## FEATURED PROGRAMS

- Texas Flip N Move
- First Time Flippers
- Holmes & Homes
- Salvage Dawgs
- Maine Cabin Masters
- Restored
- Wood Work
- Pool Kings
- Barnwood Builders

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



DIY Network, from the makers of HGTV and Food Network, is the go-to destination for wall-breaking, roof-ripping, house-hauling, yard-crashing series. DIY Network's programming covers a broad range of categories, including home improvement and landscaping.